MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017 SESSION

BBL 3014 – LEGAL FRAMEWORK FOR MULTIMEDIA

(All sections/Groups)

08 OCTOBER 2016
9.00 A.M – 11.00 A.M
(2 Hours)

INSTRUCTION TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 4 Questions only.
2. Answer **ALL FOUR (4)** questions.
3. Marks for each of the questions are given.
4. Please write your answers in the Answer Booklet provided.

QUESTION 1

A representative of Noel Ltd visits Earl on 1st February. He informs Earl that his company is prepared to install air-conditioned insulation at a guaranteed price of RM500. Earl is hesitant and decides to think the matter over. The representative leaves, pointing out that the guaranteed price only remains until 8th February.

On the following day Earl sees an advertisement by Noel Ltd which offers air-conditioned insulation at "a standard price of RM300". He immediately telephones Noel Ltd in order to accept the terms of this advertisement. The company replies that owing to high demand the advertised offer has been withdrawn.

On 7th February, Earl telephones Noel Ltd again. He leaves a message with the answering machine in which he accepts the offer of RM500 made by the company representative. Earl later found out that he can obtain the air-conditioned insulation from another supplier for RM300. Earl telephoned Noel Ltd expressing his wish to cancel the order. The secretary, now on duty, points out that she has not yet had an opportunity of listening to the answering service tapes but that she will note down his wishes. Advise Earl whether he has concluded a contract with Noel Ltd.

(Total : 25 marks)

QUESTION 2

a) Julius, a professional photographer who has copyrighted many of his images of Malaysian lakes, licenses those images to other websites. Jen who is from Exon Soft Corp., an Internet search engine that displays its results in the form of small pictures copied 30 of Julius's images to its database without Julius's permission and used them on its website so users could click on those small pictures. When Julius discovered this, she brought a legal action against Jen for copyright infringement. Advise Julius as to the possible copyright infringement and remedies under the Copyright Act 1987.

(15 marks)

b) Sarah has created a social networking software in Malaysia called "SavingFace" She wants to know about the requirements of patentability as she wants her device to be patented under the Patents Act 1983. Advise Sarah.

(10 Marks)

(Total : 25 marks)

Continued...

QUESTION 3

James a journalist working for Excellence Publishing in Malaysia created and maintained an Excel spreadsheet file that kept all business and personal contacts on his employer's computer system. This information included both the contacts he had formed while working at Excellence as well as the journals he had before he joined the firm. James downloaded the entire address on his list to his memory stick shortly before leaving employment with the firm without the knowledge of the employer. He even published a website on Excellence Publishing destroying the reputation of Excellence by calling Excellence Publishing "Corrupted-all-way". Advise Excellence Publishing as to their rights and remedies under the Cyberlaws in Malaysia

(Total : 25 marks)

QUESTION 4

The Personal Data Protection Act 2010 is an important piece of legislation that will ensure greater protection for Internet consumers. Discuss the relevant provisions of the Act and the significance of those provisions.

(Total : 25 marks)

(Total : 100 Marks)

End of Paper